

Area of impact: Business and employment

2. (a) **For the following URL:**

<http://www.richmondttaylor.co.uk/images/photo27.jpg>

(i) **identify the domain name**

[1 mark]

www.richmondttaylor.co.uk or richmondttaylor.co.uk

N.B. Answer must NOT contain http:// or any other part of the URL.

Award [1 mark] for the correct response.

(ii) **identify the file name.**

[1 mark]

photo27.jpg or photo27

Award [1 mark] for the correct response.

(b) (i) **Describe *one* way a new company can register a new domain name.**

[2 marks]

- register with an accredited domain name/Internet registrar/purchase a domain name through an official site – check the domain name is free/pay an annual subscription (accept also: “register with the domain name server”)
- contact your web-hosting company *ISP* who has a relationship with a particular registrar that allows you to purchase your web-hosting account and domain name with one transaction
- select a domain name on a web site that is already registered (*e.g.* wikispaces) but the web site name may be a part of the domain name
- purchase a domain name – this could be done via an online trading place/auction and is necessary if the desired name is already in use.

Award [1 mark] for only identifying one way a company can register a new domain name.

Award up to a maximum of [2 marks] for a description of one way a company can register a new domain name.

- (ii) **Describe why a company would prefer to use a domain name for its web site rather than an IP address.**

[2 marks]

- easy to remember – for example users would have to remember the numbers which have no special meaning to them but a company name *e.g. ToysRus* will be easy to relate to the company
- easy to type – for example a set of numbers is easy to mistype but a name can have meaning so errors are less likely
- domain names can give users some information about the site they will be visiting – this information can help attract customers/an IP address says nothing about the content of the site they will be visiting.

Award [1 mark] for identifying a reason why a company would prefer to use a domain than an IP address.

Award up to a maximum of [2 marks] for a description of the reason.

- (c) **Explain *two* technical issues that must be addressed to enable a company to introduce teleworking for its employees.**

[4 marks]

Technical issues may include providing:

- Remote access for the employee to company servers – *e.g.* VPN provides secure access enabling employees to safely share/access files.
- Software and communications services for the employee in order for them to be able to telework. Software may include electronic mail, FTP, fax, Internet browser, encryption, remote access, video conference, Internet phone and possible own data transfer software in addition to applications used in the company.
- Hardware for employees to use outside the office – *e.g.* laptop to access the office from any place/web cam, microphone, speakers to enable collaboration.
- Online technical support for employees – may use remote access software to resolve help desk queries/phone help desk support.
- Services for maintenance and repair for employees – replacement computers/onsite visit to employee's home.
- Software licences for use by employees who are teleworking – additional licences will need to be purchased for home computers or a site licence that extends to workers at home.
- Training for the employee in order to be able to use IT systems for teleworking – this could include a workshop on using the web cam, microphone, setting up the VPN.
- Security measures for both the company and teleworkers' IT systems (*i.e.* backup, virus checkers, encryption) – *e.g.* a company could use a VPN to provide security for data during transmission.
- Authentication – *e.g.* logins and passwords.
- Ensuring compatibility of software between home and office – *e.g.* same versions of the word processor so files from the company server can be downloaded and edited.
- Ensuring workers have appropriate Internet access from home (secure connection, appropriate bandwidth, spyware checks).

Award [1 mark] for each technical issue identified. Award an additional [1 mark] for the explanation of that technical issue up to a maximum of [2 marks]. Mark the first two correct technical issues identified.

- (d) To what extent has the change to teleworking been beneficial to both employers and employees?

[10 marks]

Benefits for employers

- cost savings (*i.e.* premises costs, office overheads and reduced recruitment costs)
- increased productivity (*i.e.* teleworkers avoid travel time, none of the interruptions of an office environment) – but cannot monitor employees to see if they are working
- improved motivation for employees – but loss of motivation generated in a workplace environment
- employees who might otherwise leave can remain in their jobs
- employees on maternity leave can continue to work and require less re-training when they return to work
- organization flexibility (*i.e.* teams representing the best skills and experience for a particular project can be created, regardless of geography and time differences; part-time workers can be on stand-by when more work is available)
- no disruption in the event of problems (*i.e.* transport strikes, severe weather, natural disasters)
- enhanced customer service extended beyond the working day or the working week without the costs of overtime payments or the need for staff to work (and travel) at unsocial hours – but this could negatively affect employees who cannot get away from work
- may have access to wider diversity of employees as the company can hire from around the world.

Benefits for employees

- reduced travel time and costs – but cost to set up hardware if employer doesn't pay for a home system
- improved work opportunities (*i.e.* job not confined to a specific commuting distance)
- less disruption to family life (*i.e.* no need to move due to job change)
- better balance of work and family life (*i.e.* be with the family and participate in home responsibilities such as transporting children, shopping) – but may be hard to separate work and home
- participation in the local community (*i.e.* be involved in local clubs at a time when commuters are still *en route*) – but less interaction with work colleagues
- flexible hours (*i.e.* individual freedom to stop and start work according to what is best) – but home distractions may interfere with work.

In part (d) of this question it is acceptable if there is more emphasis on the ITGS terminology related to social and ethical impacts and less on IT technical terminology.

Please see generic markband information sheet on page 16.